

**IN THE ABSTRACT OF THE DISCLOSURE**

Please delete the entire Abstract of the Disclosure in the present application, and insert therefor:

Method for retrieving product information over a communication network. A method for retrieving product information including at least product/service identification or description and related to a commercial event and associated with a remote location on a communications network. A receiver is operable to receive at a user location a broadcast including a data set associated with the product information. The data set is extract from a non-video portion of the broadcast in an extracting system. A connection device is provided to connect the user location to the remote location on the network in response to extracting the data set to enable retrieval of the product information from the remote location

AMENDMENT AND RESPONSE  
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